

COMMONWEALTH OF MASSACHUSETTS

CITY OF LOWELL

In City Council

VOTE

Authorizing the City Manager, acting through the Finance Department, to accept and expend a Gaming Mitigation grant in the total amount of \$180,628.00 from the Commonwealth of Massachusetts via the Massachusetts Cultural Council ("MCC")

The Lowell Memorial Auditorium has been approved for a gaming mitigation grant through the first round of grants funded by the Gaming Mitigation Program, which was established by M.G.L. c. 23K s. 59; and

The City of Lowell desires to accept and expend said grant funds for the Lowell Memorial Auditorium to compete in a new, unbalanced marketplace due to the legalization of gaming in Massachusetts.

NOW, THEREFORE, BE IT VOTED BY THE CITY COUNCIL OF THE CITY OF LOWELL:

That the City Manager, acting through the Finance Department, be and is hereby authorized in the name of the City of Lowell to accept and expend a Grant in the amount of \$180,628.00 from the Commonwealth of Massachusetts via the Massachusetts Cultural Council.

BE IT FURTHER VOTED:

That the City Manager, on behalf of the City of Lowell, be and hereby is, authorized to execute any and all documents necessary in connection with said grant from the Commonwealth of Massachusetts referred to above.

V:\grant\massculturalcouncil



July 14, 2020

Eileen M. Donoghue, City Manager
City of Lowell
City Hall
375 Merrimack Street
Lowell, MA 01852-5983

Dear Ms. Donoghue:

We are pleased to inform you that Lowell Memorial Auditorium has been approved for a Gaming Mitigation grant of \$180,628 (Grant #FY21-GM-GAM-0556) from the Mass Cultural Council.

This is the first round of grants funded by the Gaming Mitigation Program, which was established by MGL Section 59 chapter 23K, and aims to mitigate a direct threat to the sustainability of non-profit and municipal performing arts centers in Massachusetts by providing capital to preserve their ability to complete in a new, unbalanced marketplace. This round is distributing the funds received by the Program through February 29, 2020.

Enclosed you will find a contract package that contains award instructions and reporting requirements. Please review these documents carefully and return the required paperwork to Contracts Officer, Cyndy Gaviglio, by mail. This will help us process your grant as quickly as possible. For questions about the contract, please contact Cyndy at 617-858-2711 or Cyndy.Gaviglio@art.state.ma.us. For questions about the program, please contact Program Officer Cheyenne Cohn-Postell at Cheyenne.Cohn-Postell@art.state.ma.us.

You play an integral role in creating and supporting a cultural life in Massachusetts that is vital, accessible, and thriving. Congratulations on your successful application and thank you for all that you do.

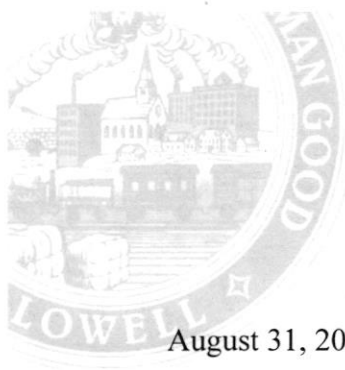
Sincerely,

A handwritten signature in dark ink, reading 'Nina Fialkow'. The signature is fluid and cursive, with the first name 'Nina' and last name 'Fialkow' clearly distinguishable.

Nina Fialkow
Chair

Enclosures

cc: Peter Lally, General Manager, Lowell Memorial Auditorium



Eileen M. Donoghue
City Manager

August 31, 2020

Mayor John J. Leahy
And
Members of the Lowell City Council

Dear Mayor Leahy and Members of the Lowell City Council,

I respectfully request that the City Council vote to accept and appropriate a grant from the Commonwealth in the amount of \$180,628, from the Massachusetts Cultural Council to support the Lowell Memorial Auditorium ("LMA"). These funds are derived from the state's gaming revenue fund, which was established after the legalization of gaming in Massachusetts to aid in offsetting the economic impact to smaller cultural institutions runs by municipalities and non-profits.

My finance team has been working with the Lowell Management Group and Peter Lally, the general manager, to strategize the best use of funds to improve the quality of the shows offered at the LMA. As per the rules of the funds, the money must be used for performance fees for shows at the LMA, and can be allocated to any show that goes to contract before 6/30/2021. The current plan would allow the LMA to once again host a touring Broadway series.

The LMA previously hosted a Broadway subscription series from 1991 through 2015. However, the market conditions and economics of touring Broadway have eliminated the possibility of a touring Broadway series returning to the LMA without some outside financial support. These gaming funds give Lowell Auditorium the chance to once again become a touring Broadway house and bring back to the LMA a cornerstone of performing arts center programming. The Broadway series was a significant attraction for patrons of the LMA and is sorely missed. And as many business owners downtown will attest, the Broadway series was one of the best economic drivers that the LMA provided, and I am excited bring forth a plan, in partnership with the management at the LMA, that would use these funds to bring it back to life.

Please do not hesitate to let me know if there are any questions.

Sincerely,

Eileen M. Donoghue
City Manager

cc: Conor Baldwin, Chief Financial Officer